

Lessons in Citizen Engagement: *Promoting Green Infrastructure*

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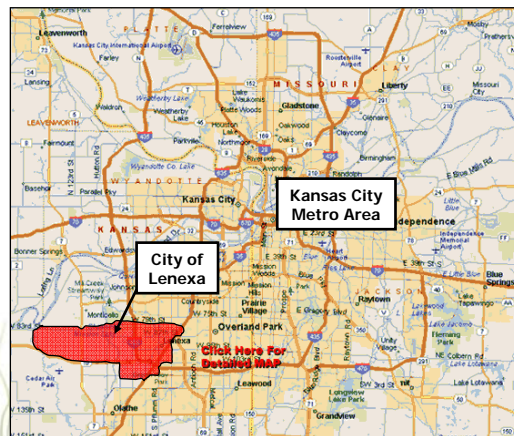
Watershed Outreach & Education
Lenexa, Kansas

rain
to recreation

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Lenexa, in context

- Kansas City metro area
 - 45,000 residents
 - 34 square miles
 - Watersheds drain to Kansas & Missouri rivers



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Rain to Recreation program

- Vision 2020
- Citizen survey
 - 78%: stormwater is a “quality of life” issue and willing to pay to support program



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Green infrastructure in

- Policy
- Practice
- Engagement



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Stream Corridor Zones

Exhibit B

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Policy: level of service

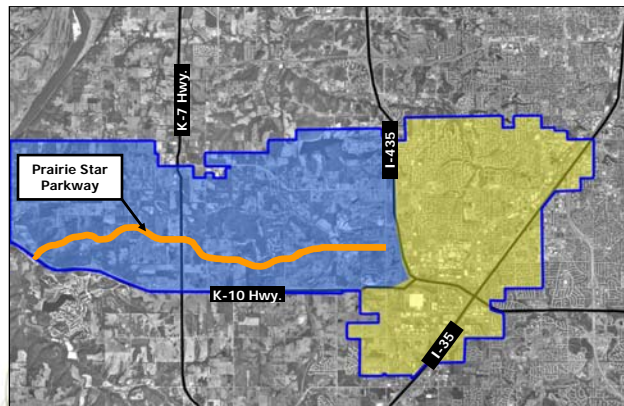
- APWA/MARC BMP manual
 - City projects
 - Private development



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Practice: CIP builds BMPs

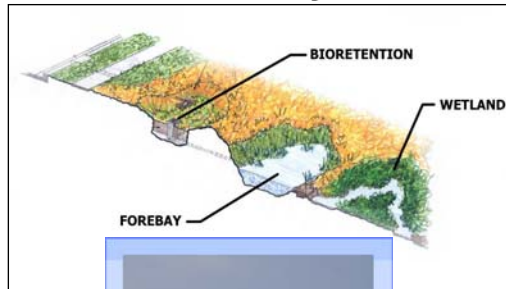


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Prairie Star Parkway

- 50% of the water treated by bioretention cells
- Remaining water treated through forebays, wetlands or medians



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Practice: technical staff

- 17 full-time staff members
 - 2 crews
 - Gray
 - Green



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Practice: local leadership



- Set example
- Participate in metro-wide organizations and events
- Help shape regional discussion

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Engagement: messaging

- Promote benefits
 - Open space/recreation
 - Increased property values
 - Distinctive aesthetic
 - 25% savings



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Engagement: public buy-in

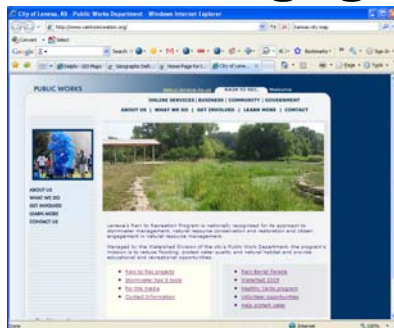
- Design charrettes
- Public meetings
- Opportunities for feedback



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Engagement: tools



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Case study: Lake Lenexa



- Strong citizen opposition at first
- Marketing plan to increase buy-in

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The plan



The plan for the Lenexa Open House is shown in two photographs. The left photo shows a gazebo with a sign that reads "Lenexa Open House" and people inside. The right photo shows a man and a woman looking at a display board with maps and information.

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Lake Lenexa today



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Summary

- Targeted messaging is key
 - Projects move from mysterious to “I can help with what I do in my yard”
 - Find a way to engage: Rain Barrel Parade
- Know your audience
 - Lesson learned: aesthetics are important in suburban setting
- Walk the talk
 - Start with city projects, move outward

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Thank you!

Questions? ...

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